

Iowa Development Commission

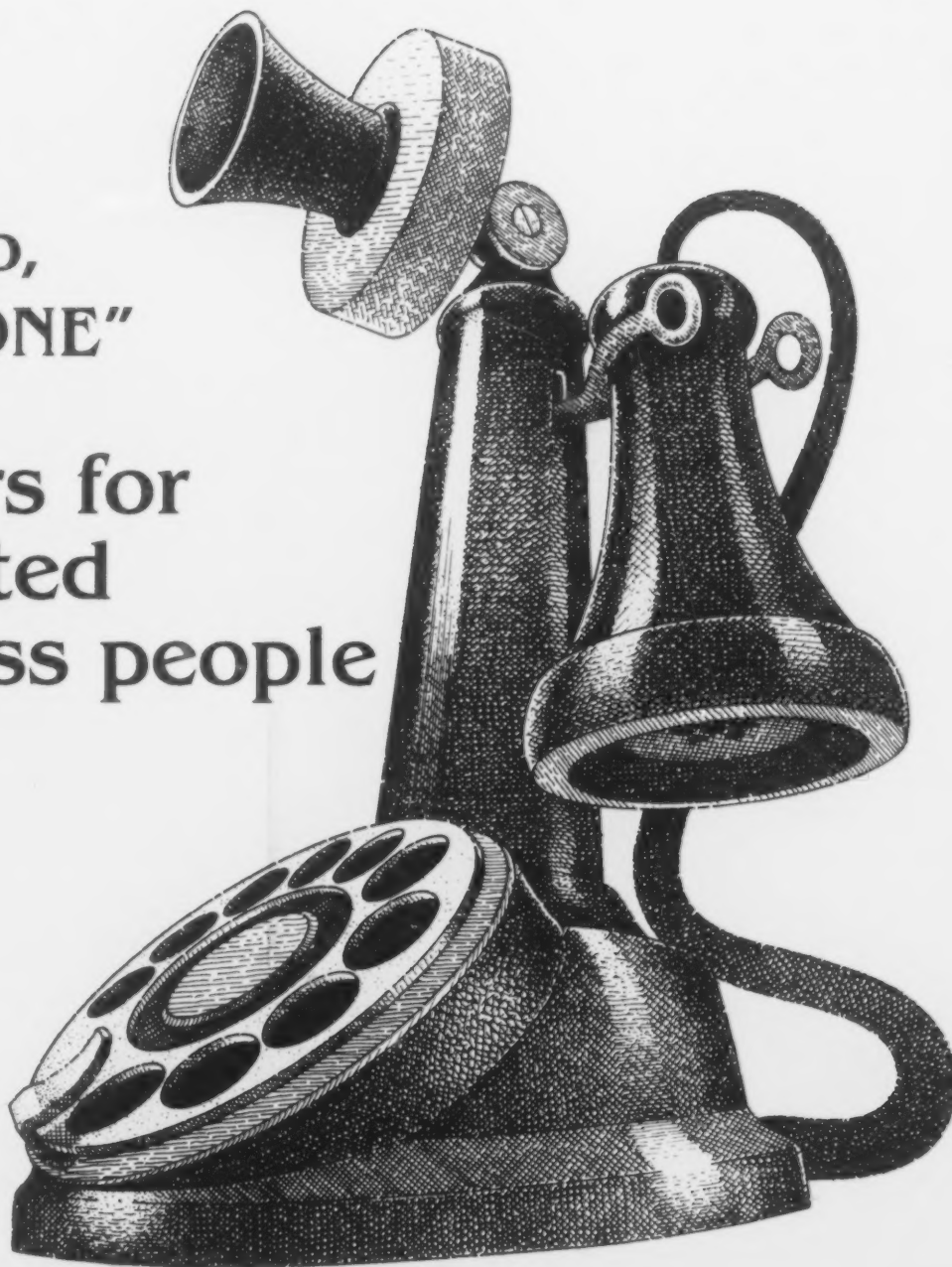
 **Digest**

October, 1982

**"Hello,
CALL ONE"**

**Answers for
frustrated
business people**

Story on page 3



AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not included here. For further information, please call 515-281-3921.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Fort Madison	Sales/Service
10,000	Rockwell City	Manufacturing
10,000	Charles City	Spec Building (new)
11,760	Manson	Sales/Service
12,000	Sioux City	Spec Building (new)
14,310	Marshalltown	Sales/Service
16,500	Lake Mills	Sales/Service
19,800 (2 at this size)	Mapleton	Sales/Service
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
20,000	Maquoketa	Spec Building (new)
20,300	Hawarden	Sales/Service
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
25,200	Leased Coralville	Warehousing
26,292	Mason City	Manufacturing
27,692	Nevada	Lt. Manufacturing
28,800	Marion	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
33,100	Eldora	Mfg./Warehousing
37,500	Cedar Falls	Manufacturing
38,200	Dubuque	Manufacturing
40,000	Creston	Spec Building (new)
40,000	Fort Madison	Warehousing
44,348	Osceola	Lt. Manufacturing
45,000	1/2 Leased Cedar Rapids	Spec Building (new)
49,474	Albia	Lt. Manufacturing
60,000	Davenport	Lt. Mfg./Warehousing
61,600	Cedar Rapids	Lt. Mfg./Warehousing
61,652	Burlington	Lt. Manufacturing
75,000	Davenport	Mfg./Warehousing
78,300	Fairfield	Manufacturing
81,260	Des Moines	Mfg./Warehousing
81,400	Algona	Lt. Manufacturing
100,000 (3 at this size)	Cedar Rapids	Spec Buildings (new)
102,000	Des Moines	Lt. Mfg./Warehousing
120,000 (multi-bldg. complex)	Boone	Lt. Mfg./Warehousing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
192,000	Centerville	Manufacturing
226,645	Camanche	Lt. Mfg./Warehousing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

Iowa family subject of TV movie

Filming began in September of a television movie based on the life of an Ottumwa family.

As they prepared for the shooting, the producers relied heavily on the services of Bill Lindstrom, film services coordinator for the Iowa Development Commission.

The ABC Movie of the Week is set to air around Christmas time. "Who Will Love My Children?" describes the life of Lucille Fray, an Ottumwa mother of 10 children, during the 1950s.

Early in the movie, Fray learns she has contracted cancer and has only months to live. She vows to find foster homes for all her children before she dies.

The movie will be shot entirely in California. The producers called on Lindstrom for help in giving the movie director a feel for how and where the family lived.

"We took a lot of rolls of film," Lindstrom said. "They needed pictures of where the Fray family lived, what their surroundings were and what Ottumwa looked like in the 1950s."

The producers learned of Lucille Fray's story from articles about her plight in *Readers' Digest* and other publications. The movie is being produced by Levenback Riche Productions of Los Angeles in association with Universal Television.

Lindstrom expressed gratitude for the help he received from the *Ottumwa Courier*, the Ottumwa Chamber of Commerce and St. Joseph Hospital in Ottumwa.

Call One breaks the barrier

There's now a cure for the headaches that Iowa business people sometimes suffer when they try to find their way around the halls of state government.

CALL ONE, a new regulatory information service in the Iowa Development Commission's Research Division, began full operation on Oct. 1.

Iowans interested in setting up new businesses, or expanding the ones they have, now can call one toll-free telephone number to find out which licenses, permits or other registrations they'll need to open up shop.

"For many years, we've heard of Iowa business people not knowing where to go or whom to contact," said CALL ONE director Bob Kelso. "They were shuttled from one building to another and left hanging on the telephone. We help make things easier.

Entering business

"People don't realize you can't just



Bob Kelso

get a sales tax permit and open the door," Kelso said. "There are many, many things you have to do to enter business."

Fran Fleck, assistant program director, said a phone call she recently received proved to her the usefulness of CALL ONE.

The businessman was interested in establishing a franchise operation. Fleck said she called several state agencies and was told that there were no state regulations covering franchises. She called the businessman back and told him, that while there were federal rules he'd have to comply with, he didn't need to worry about state authorities.

The question started to bother her, though, she said. Upon further investigation, she discovered that a relatively new law in Iowa requires the State Insurance Department to oversee some aspects of franchises in the state. She contacted the businessman again and told him the new information.

"Before CALL ONE, he probably never would have found out," Fleck said.

The first step

The program's services begin when the business person telephones or writes CALL ONE. Kelso and Fleck learn what type of business the client is planning to start or what type of problem the business is experiencing.

Kelso and Fleck then start their research to determine which state or federal laws, or local ordinances, apply to the client's situation. Within five days, Kelso or Fleck will call back with the addresses and telephone numbers needed to solve the problem.

They also will make follow-up calls to random clients to check on the business persons' success.



Fran Fleck

CALL ONE does not issue any licenses or permits, and complaints about state government are referred to the state Citizens' Aide/Ombudsman office.

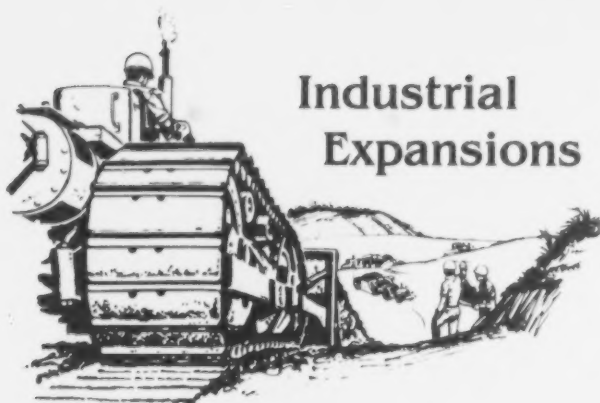
Making it easier

"The big need is to make it easier for people to enter business," Kelso said, "as demonstrated by the number of phone calls the service received even before the official start-up date. By mid-September, we had already taken 60 calls.

"We're getting a crash course in government right now," Kelso said. "We've talked to almost every state agency and we are now meeting with state trade associations."

CALL ONE was mandated by the 1982 Iowa Legislature. Kelso said such a program had been discussed by Iowa business people for the past six or seven years.

The toll-free number for CALL ONE is 800/532-1216. In the Des Moines area, the numbers are 281-8310 or 281-8324. The address for CALL ONE is 250 Jewett Building, Des Moines, Iowa 50309. ♦



Industrial Expansions

Superior Manufacturing joins with

Superior Manufacturing Co.

Superior Manufacturing Co. of Stockton announced that it has entered into a joint venture with a German firm to produce slotted tubes using technology recently developed in Europe.

The agreement means more jobs in the state and lower-cost tubes for manufacturers, according to Robert Richardson, Superior Manufacturing president.

The new operation should add 25 workers to Superior's payroll within three to six months, Richardson said. Superior currently employs eight workers.

"The Stockton plant will use German machinery and domestically produced tubing," Richardson said. "The machines automatically cut slots in tubes made from metal and other materials. The process produces less expensive tubes than those made by drill or flame cut operations, and the precision of the machines offers enhanced design possibilities."

The machines were developed by Rohrtechnik Osthoff GmbH and Co. KG of Burgbernheim, West Germany. Superior will house the German firm's first production facility in the United States. The Stockton plant and a sales office in Chicago will operate under the name Tubetechnik North America.

Discussions began two years ago between Richardson and Rohrtechnik President Paul May. The international section of the Iowa Development Commission's Industrial Division, along with the IDC's Frankfurt, West Germany, office,

helped arrange the joint venture between the two firms.

Production is set to start in mid-October, Richardson said. Rohrtechnik technicians are in Stockton to aid the start-up.

Tubetechnik will manufacture tubes for industries that require repetitive holes in their tubing. The uses, according to Richardson, include farm implements, automobiles, furniture, storage systems and display fixtures.

Ertl Co.

Ertl Co. of Dyersville announced the acquisition of a new line of plastic model kits.

When the line is in full production it is expected to create between 50

and 100 jobs, according to a company spokesman. Current employment at Ertl's Dyersville plant is about 800.

To acquire the new line, Ertl bought the assets and trademarks of AMT Co. of Baltimore. "The acquisition," said President Fred Ertl, "is the vehicle we need to firmly establish Ertl Co. as an accepted model kit industry leader."

The equipment and other assets of AMT will be moved to the Dyersville plant in the coming months. Some production from the new equipment may begin in a couple months, with the first new workers possibly hired later this year.

Ertl, a subsidiary of Kidde, Inc. of Clifton, N.J., sells its products in



Superior Manufacturing President Robert Richardson and Lt. Gov. Terry Branstad announce an industrial expansion during a recent press conference at the Statehouse.

German firm in new venture

markets throughout the world.

Furst-McNess Corp.

Furst-McNess Corp. of Freeport, Ill., has announced plans to build a \$3.5 million feed pre-mix plant in Storm Lake.

The 50,000 square-foot plant is set to be in operation by fall 1983. The company expects to employ about 40 workers at the plant.

The plant will be built on a 7½-acre site in an industrial park owned by the Storm Lake Development Corporation.

Jaydon, Inc.

Seventy new jobs were created in Atlantic when Jaydon Inc., of Rock Island, Ill., moved into the former Walton Building on the southwest edge of the city.

The Atlantic facility will be Jaydon's first satellite warehouse. Jaydon is a wholesaler of non-food merchandise to supermarkets and convenience stores.

The move to the 50,000 square-foot building "enables us to provide a new and different type of service to our customers," said Herb Gellerman, Jaydon president and chairman of the board. Orders will be transmitted electronically over telephone lines to a main computer in Rock Island, and then transmitted to a computer terminal in the Atlantic warehouse, Gellerman said.

"Orders will be filled in Atlantic for more than 500 customers in Iowa, Nebraska, Missouri, South Dakota and Minnesota. The main warehouse in Rock Island will continue to process orders for more than 2,500 customers in the nine other states in

which we operate," Gellerman said.

"We are happy to be in Atlantic," he said. "We've had excellent cooperation and a warm welcome from the community, and we feel Atlantic will be an excellent base of operations for this territory."

North Forty Farm Co.

The North Forty Farm Co. has finalized its purchase of the former Sigourney Boise Cascade manufacturing plant.

The new Sigourney firm plans to begin slaughtering hogs for the production of sausage by early fall next year. The company expects to employ 100 workers.

North Forty Farm Co. is a subsidiary of Rudy's Farm Co. of Nashville, Tenn., and of the Consolidated Foods Corp. ♦

Marketing project enters second stage

Visitors to Iowa this summer have been telling the Iowa Development Commission's Tourism and Travel Division what they think of the state.

The information is being gathered to better enable the division to promote Iowa as a place to visit and vacation in.

The survey of tourists and travelers is only half of the project. A marketing plan will be drawn from the information in the survey, if enough money can be raised from the private sector.

"The survey should tell us where

our market lies, who our market is and what our market is interested in," said Phil Morgan, director of the Tourism and Travel Division.

"The numbers in the survey should tell us how to more effectively market the state's attractions," Morgan said.

Private money is needed to finance the marketing plan, Morgan said, because both the survey and the plan cannot be financed from the state budget. Another \$25,000 is needed.

Fund raising has already begun,

and Morgan said that more than half of the needed amount has been raised.

Morgan said the tourism industry is being asked to contribute because the marketing project will help those businesses in a number of ways. The project is necessary if the state's tourism and travel business is to grow, he said.

The survey was completed in late September, and Morgan said he hopes work can begin soon on the marketing plan. ♦

Iowa's programs among best

Training offered to workers

Sewers, taxes and energy aren't the only topics that come up during talks between industrial prospects and the Iowa Development Commission.

The availability of educational resources also is sure to be discussed.

Industrial education is not a new concept in the working world, but its importance is growing as technological progress accelerates. The ability to train new workers, or update current employees' skills, is becoming an important consideration when companies decide where to locate plants.

Strong system

In Iowa, companies find one of the strongest continuing education systems in the nation, according to Ron Kraft, director of the Iowa Development Commission's Industrial Division.

"Some of the educational programs are offered on a regular basis at the community colleges, but pro-

grams also can be designed especially to meet the needs of a particular business," Kraft said.

In the past, the programs have not been used to their full extent because of the sour economy. But now that the economy is beginning an upswing, the use of the programs should increase, Kraft said.

Although there are continuing education programs of all types in Iowa's state, private and community colleges, industrial education receives the most emphasis at the community college level.

Varied programs

The industrial training programs offered by the community colleges vary in both class size and type of training.

Workers can learn about everything from new equipment to new production techniques. Class size runs from two to 150 people. Most programs last from one week to six months, although they can be set up on a continuing basis.

Kraft said the Industrial Division has worked with several companies to establish programs to meet specific needs. Those firms have included a garment manufacturer, a meat processor and an electronics company.

Victor Lundy of the Iowa Department of Public Instruction said the main purpose of the programs is to offer retraining and upgrading for employees.

Businesses benefit

Although education for industries is in great demand now, there are many other businesses that can benefit from the programs offered, Lundy said. Iowa colleges also offer business training, career development courses and post-graduate training.

Companies that have used industrial education and business education programs in Iowa include Rockwell International, Eaton Industries and Land O' Lakes.

State and federal training funds also are available to help ensure that industries have the skilled employees needed for a profitable operation.

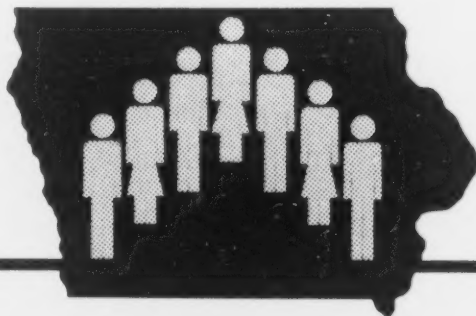
CETA

The state Office for Planning and Programming administers the federal Comprehensive Employment and Training Act in Iowa. CETA, which includes the Private Sector Initiative Program, is designed to prepare the unemployed or underemployed for unsubsidized employment.

These programs are available to private employers regardless of their size or training needs.

More information can be obtained about community college programs, as well as programs at the state's private and public universities, in a new publication entitled, *Education and Training for Iowa Workers*. The publication, which is available from the IDC, explains the various education and training services available in Iowa. ❖

Education
& Training
For Iowa Workers



Delegation spends \$38 million in Iowa

A trade delegation from the Republic of China on Taiwan bought \$38.4 million worth of Iowa grain and industrial equipment during a three-day visit to the state in September.

Leaders of the delegation said the success of their Iowa visit pointed to even more trade between the two countries in the future.

The country's vice minister of economic affairs, Chang Hsui-Shwen, said the Republic of China is trying hard to even the balance of trade between it and the United States. Currently, the Republic of China sells much more to the United States than it buys from this country.

Thurman Gaskill, vice chairman of the Iowa Development Commission, said the visit proved the importance of developing overseas markets for grain.

The 55-member delegation visited 16 states and spent close to a half billion dollars during its 45 day-trade mission.

Grain Sales

In Iowa, the delegation bought 120,000 metric tons of corn (4.7 million bushels), 108,000 metric tons of soybeans (4 million bushels), and a shipment of industrial control valves and pressure regulators.

AGRI Industries of West Des Moines won the bids for half of the corn and half of the soybeans. Agrex Inc. of Kansas City, Mo., won the bid for the other half of the corn ship-



Members of the trade delegation from the Republic of China on Taiwan study the bids submitted by U.S. grain dealers. The delegation bought \$38.4 million worth of grain during its trip to Iowa.

ment, and Gulf Coast Grain of Memphis, Tenn., won the bid for the other half of the soybean shipment. Contracts specified that all the grain must originate in Iowa.

Fisher Controls

Fisher Controls Co. of Marshalltown sold about \$34,000 worth of valves and regulators to the group.

"Groundwork for the sales of Iowa grain and industrial equipment was laid by past Iowa trade missions and the marketing development activi-

ties of the corn and soybean commodity groups," said Dennis Harding, director of the IDC Agricultural Development and Promotion Division.

Participating in the contract-signing were: Lt. Gov. Terry Branstad; Iowa Secretary of Agriculture Robert Lounsbury; Howard Mueller, chairman of the Iowa Corn Promotion Board; Eugene Lang, chairman of the Iowa Soybean Promotion Board; and representatives of the firms that won the bids. ♦

Japan urged to open its markets

Gov. Robert Ray and representatives of Iowa beef and pork commodity groups urged Japan to relax its trade restrictions during a recent agricultural mission to Tokyo.

Japanese trade barriers currently limit American meat exports to Japan to 33,000 tons even though American meat costs much less than that now sold in Japan.

Ray estimated that American meat exports could increase to between 50,000 and 200,000 tons if quotas were lifted. Iowa currently is the leader among the 50 states in exports of red meat to Japan.

The Iowa Development Commis-

sion helped organize the week-long mission.

"The mission went to Japan to show we are sincere in our requests to enter their markets," said Dennis Harding, director of the IDC's Agricultural Development and Promotion Division.

"We also wanted to impress on Japanese officials the seriousness of the movement in the United States for restrictions on Japanese exports to this country."

The September mission, Harding said, was timed to precede this month's trade negotiations between

Japan and the United States. Ray and the commodity representatives met with Japanese farm organizations, government officials and business executives.

Making the trip, besides Ray, were: Don Gingerich, president of the Iowa Pork Producers Association; John Henning, president of the Iowa Cattlemen's Association; and Baxter Freese, past chairman of the U.S. Meat Export Federation.

Ray visited the northern Chinese province of Hubei to discuss "sister-state" relations before arriving in Japan. ♦

ICB judges blanket state

Volunteers throughout Iowa last month showed off the projects they've developed to better their communities.

ICB judges

The judges of the 1982 Community Betterment projects were:

Larry Biddison, Waverly Chamber of Commerce Manager; Vicky Grablander, United Telephone Co. of Iowa, Customer Relations, Newton; William R. Greene, Internorth, Inc., Manager of Public Relations, Des Moines; Carolyn Kiper, community organization/relocation specialist, Council Bluffs; Jim Knedler, Area Development for Iowa Southern Utilities Company, Centerville; Thelma Kock, Rockford City Council and North Iowa Regional Housing Authority; Michele Kubli, Indianola Chamber of Commerce Executive Vice President; Leo Maynard, DeWitt Mayor; and Gerald M. Naber, pastor, Carbondale Evangelical Free Church, Des Moines.

Claudia "C. J." Niles, secretary, Golden Southwest Travel Council, Audubon; Emil Osterdyk, Emmetsburg Development Corporation member; Ted Siefkas, former Community Betterment leader, Murray; Steve Snyder, Burlington Area Chamber of Commerce Executive Director; Evelyn Stone, Eldora Chamber of Commerce Executive Manager; Wayne Stoppelmoor, Interstate Power Company Vice President of Administration, Dubuque; Dorothy Van Horn, past president, Iowa League of Municipalities, Jefferson; Mary Watts, Cherokee Chamber of Commerce Executive Director; and Jan Zimmers, Peoples Natural Gas Company Director of Public Affairs, Council Bluffs. The alternate judge was Marian Paasch, local Community Betterment leader, Low Moor.

The showings were for judges from the Iowa Community Betterment program. Two judges spent an hour in each community assessing progress on ICB projects. The judges, too, are volunteers.

Tough decisions

"The 1982 judging teams had a tough time choosing the winners in each of the nine population categories," said Paul Comer, ICB director. "In our travels throughout the state this summer, Barb Duvall, my assistant director, and I saw many dynamic projects.

"The quality of the projects makes me feel proud. Iowans should feel good that their state has the nation's largest community betterment program in terms of participation and awards purse," Comer said.

Community needs

During the week of Sept. 20, nine pairs of ICB judges logged about 1,200 miles each. Judging is based on how well the project fits the needs of the community, the community's level of awareness and participation in ICB, and the community's actual accomplishments and continuity of effort in community development.

Participating communities are competing for \$20,000 in ICB awards, donated by the 20 ICB sponsors. Another \$5,000 for special awards will be provided by the Iowa Blue Flame Gas Association and Iowa Arts Council.

Winners will be announced at the 12th annual Recognition Day ceremonies on Nov. 5 at Hilton Coliseum in Ames.



Above: A worker puts the finishing touches on the new First Christian Church in Mount Ayr. After fire destroyed the old church, community volunteers helped raise money to build a new one. Below: Judges Larry Biddison of Waverly and Vicky Grablander of Newton examine information given to them by Wes Peterson of New London.



Iowa Ag & Business Indicators

Labor Demand and Supply¹

July, 1982

Service Area	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	159	697	Iowa City	157	1,343
Atlantic	47	280	Keokuk	10	216
Burlington	81	991	Marshalltown	111	531
Carroll	65	1,124	Mason City	81	837
Cedar Rapids	276	1,839	Muscatine	33	648
Centerville	14	177	Newton	16	360
Charles City	3	254	Oskaloosa	15	469
Clinton	133	492	Ottumwa	21	899
Council Bluffs	152	2,458	Sheldon	9	430
Creston	83	525	Shenandoah	40	352
Davenport	176	1,254	Sioux City	429	2,382
Des Moines	572	3,132	Spencer	84	488
Dubuque	149	1,241	Storm Lake	79	371
Fairfield	30	391	Waterloo	164	1,368
Fort Dodge	249	905	Webster City	53	572
Fort Madison	45	383			

¹All new applicants and job openings listed with the Iowa Department of Job Service.

Leading States for Farm Marketing (\$Mil.)

	Livestock & Products		Crops		Total	
	5 mos. 82	5 mos. 81	5 mos. 82	5 mos. 81	5 mos. 82	5 mos. 81
U.S.	30,951.0	28,373.3	26,831.3	23,146.7	57,782.4	51,520.0
Iowa	2,498.7	2,219.2	2,469.1	2,208.4	4,967.8	4,427.6
Calif.	1,810.3	1,779.0	2,726.8	2,219.8	4,537.1	3,998.8
Tex.	2,599.1	2,098.2	1,757.9	1,282.8	4,357.0	3,381.0
Ill.	1,040.6	929.5	2,675.9	2,354.6	3,716.5	3,284.1
Neb.	2,023.0	1,376.2	1,489.2	1,058.2	3,512.2	2,434.5
Minn.	1,502.7	1,413.4	1,227.5	988.3	2,730.3	2,401.7
Kansas	1,827.3	1,668.1	807.5	740.2	2,634.8	2,408.3
Flor.	412.6	407.0	1,991.5	1,909.8	2,404.0	2,316.7
Wis.	1,624.4	1,732.0	413.0	332.6	2,037.4	2,064.6

Quarterly Periods

	1982	1981
Net Taxable		
Retail Sales (\$000,000)	N A	3,463
Personal		
Income (\$000,000)	30,091	28,518

Stock Index

	Iowa*	Dow Jones Industrial
June, 1982	222.88	811.93
July, 1982	221.80	808.60
Aug. 1982	237.77	901.31

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 - 100)

Consumer Price Index

	July 1982	July 1981
All Urban Consumers (1967 - 100)	292.2	274.4

Composite Construction Cost Index

	April 1982	April 1981
Composite Construction Cost Index (1967 - 100)	158.1	151.1

Business Data

	7 82	7 81	7 mos. 82	7 mos. 81
New Car Registration	N A	7,565	N A	60,914
Iowa Savings & Loan (\$000,000)				
Mortgage Loans	2.5	-8.6	-79.1	56.9
Savings	-36.4	-72.9	-1	-46.9
Work Force (000)	1,430.2	1,437.1	1,395.5	1,408.7
Unemployment	89.9	63.8	89.0	68.6
Rate (% of work force)	6.3	4.4	6.4	4.9
Employment	1,340.3	1,373.3	1,306.5	1,340.1

Value of New Dwellings (\$000)

	8 82	8 81	8 mos. 82	8 mos. 81
Ames	\$ 188.0	\$ 233.0	\$ 907.0	\$ 707.0
Bettendorf	579.0	517.3	2,175.3	4,308.9
Burlington	511.0	130.0	1,352.0	1,330.4
Cedar Falls	229.7	342.6	664.9	2,790.4
Cedar Rapids	25.3	345.3	1,222.8	4,679.8
Clinton	55.0	0	163.0	1,011.0
Council Bluffs	30.2	88.5	788.4	495.1
Davenport	1,090.9	304.7	2,586.4	6,652.8
Des Moines	515.4	342.2	3,291.0	6,004.5
Dubuque	0	53.4	510.7	746.8
Fort Dodge	120.0	15.0	170.0	740.0
Iowa City	1,681.1	656.3	13,810.8	6,159.6
Keokuk	175.0	55.0	1,593.3	360.0
Marion	74.9	205.2	397.9	1,202.8
Marshalltown	186.0	52.0	585.0	640.0
Mason City	60.0	0	676.1	763.4
Muscatine	88.8	149.8	839.9	1,841.1
Newton	290.0	68.8	802.2	277.8
Ottumwa	35.0	38.0	1,402.0	704.0
Sioux City	0	137.5	1,970.4	898.5
Urbandale	1,728.7	48.3	2,943.2	1,222.5
Waterloo	254.6	303.7	1,567.2	6,554.7
W. Des Moines	242.5	393.1	2,402.1	3,675.1
TOTAL	\$ 8,161.1	\$ 4,479.7	\$ 42,821.6	\$ 53,766.2

Average Price Received by Farmers

	8 82	7 82	8 81
Corn, bu.	\$ 2.07	\$ 2.41	\$ 2.78
Soybeans, bu.	5.25	5.94	6.53
Oats, bu.	1.54	1.66	1.79
Hogs, cwt.	60.80	56.60	49.20
Beef cattle, cwt.	59.70	59.80	60.00
Calves, cwt.	65.90	63.60	64.40
Milk (whls), cwt.	12.90	12.80	12.90
Sheep, cwt.	19.30	19.50	28.20
Lambs, cwt.	55.10	56.50	55.40
Eggs (market), doz.	36	35	N A
All hay, ton baled	49.00	52.00	50.00
Turkeys, lb.	40	41	39

Average Price Paid by Farmers

	8 15 82	8 15 81
Beef cattle concentrated, 32-36%	\$ 12.80	\$ 12.80
Hog feed, 38-42% protein	14.60	15.90
Soybean meal, 44% protein	12.50	13.50
Dairy feed, 16% protein	185.00	190.00
Poultry feed, layer ration	187.00	210.00

Commodity Feed Price Ratios

	8 15 82	8 15 81
Hog — corn ¹	29.4	17.7
Beef cattle — corn ¹	28.8	21.6
Egg — feed ²	4.3	4.6
Milk — feed ³	1.39	1.36

¹Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

²Pounds of laying feed equal in value to 12 eggs

³Pounds of concentrate ration equal in value to 1 lb. of wholesale milk

Southeast Asia trade mission

Iowa reps look for new markets

Iowa business representatives and members of the Iowa Development Commission's International Section will leave in late November for a trade mission to Southeast Asia.

The area offers a rapidly expanding market because of high population growth rates and because of vigorous economic development programs, according to Max Olson, international trade promotion manager for the IDC. The region is expanding more rapidly than other developing areas and twice as fast as the industrialized countries, he said.

The mission is scheduled to leave for Bangkok, Thailand, on Nov. 29. The mission will end in Singapore on Dec. 10. The group also will visit Jakarta, Indonesia, and Kuala Lumpur, Malaysia. Singapore is the only one of the cities that has been visited before by an Iowa trade mission, Olson said.

The trade missions are designed to help Iowa businesses find new markets, identify new customers and develop more export sales. The Southeast Asia mission will be limited to 12 firms so it can be tailored to meet the individual needs of each

company. A full schedule of business appointments will be provided each participating company.

The business climate in Southeast Asia for foreign traders and investors is considered one of the most hospitable in all the developing world, Olson said.

The IDC, in cooperation with U.S. foreign embassies, will take care of most of the details of the trip, freeing the companies to concentrate on business, Olson said.

Since 1974, 70 Iowa companies have participated in Iowa trade missions, visiting 41 countries. ❖

Pork promotion gives tourists a treat

Travelers driving across Iowa this summer received a taste of the state's famous pork through the efforts of pork promotion groups and the Iowa Development Commission.

The pork promotion groups set up stands along Interstate-80 at the IDC's information centers at Wilton, Victor and Underwood. Visitors were given samples of several different pork dishes.

The promotion had a dual purpose.

The samples showed travelers that good food is one of Iowa's tourist attractions, said Phil Morgan, director of the IDC's Tourism and Travel Division. Brochures describing Iowa corn-fed beef and pork were distributed throughout the summer at all seven information centers, he said.

The promotion also was intended to get out-of-staters to associate quality meats with the State of Iowa when they visit their supermarkets, according to Dennis Harding, director of IDC's Agricultural Development and Promotion Division.

Travelers from 25 states registered at the Tama County Pork Producers' and Porkettes' stand at

Victor. The other promotions were sponsored by the Muscatine County and Shelby County Pork Producers and Porkettes.

Preliminary indications are that the program was successful, and it probably will be continued next year, Morgan said. ❖



Pork promotion group members offer food samples to summer travelers at the IDC information center near Victor.

Et Cetera:

International trade workshop

The fifth annual International Trade Workshop will be held in Cedar Rapids on Oct. 19.

The workshop is sponsored by the International Trade Bureau of Cedar Rapids in cooperation with the Iowa Development Commission. The all-day program will begin at 8 a.m. at the Sheraton Inn, 525 Thirty-third Ave. S.W.

The morning session will be devoted to export marketing. Specialists will provide information on how to find and serve international markets. The afternoon session will consist of a series of workshops on the mechanics of export transactions. Mini-workshops will cover the details of how to ship products safely and how to assure payment in return.

Kirkwood Community College in Cedar Rapids is coordinator of the program. The registration fee is \$35, with a 15 percent discount for each additional person from the same company. The fee includes lunch and hospitalities.

Registration may be made by phone at 319/398-5412 or by mail to Kirkwood Community College, Continuing Education Division, P.O. Box 2068, Cedar Rapids, Iowa 52406.

All participants are invited to attend the meeting of the Cedar Rapids International Trade Bureau at the Sheraton Inn on the same evening as the workshop. A \$9 dinner fee will be charged. Des Moines lawyer Al J. Greffenius will speak on licensing and marketing at the evening banquet.

International trade exhibits

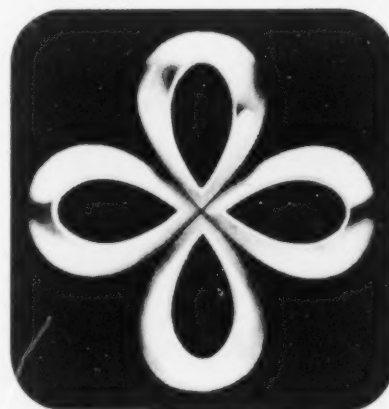
MEXICAN REP SHOW, Dec. 7-10, 1982 — The Iowa Development Commission encourages firms interested in finding representation in Mexico to sign up now for this unique project conducted by the U.S. Trade Center, Mexico City. Contact Randy LaBounty at the number listed below for details.

- **PLASTICOS '82**. Exhibition of Machinery, Raw Materials and Services for the Plastics Industry, Mexico City, April 12-15, 1983.
- **COMPUTA '83**. Exhibition of micros, minis, mainframes, printers, terminals, stationery, storage, communications systems, data transmission equipment, filing systems, plotters, security devices, software packages, and services and word processing systems, Singapore, May 11-15, 1983.
- **SIXTH ASIAN AUTOMOTIVE AND ACCESSORIES EXHIBITION**. Hong Kong, May 26-29, 1983.
- **U.S. NATIONAL AEROSPACE PAVILION** at the Thirty-fifth Paris Air Show. Exhibition of aerospace, avionics, and related technology, systems, equipment and services, Paris, France, May 26-June

5, 1983.

- **IBEX '83**. International Building Exhibition, Hong Kong, June 1-4, 1983.
- **AGROMEXICO '83**. International Exhibition of Plant Engineering, Techniques and Equipment for the Food Processing, Agricultural, and Fisheries Industries, Mexico City, August 24-30, 1983.
- **CITYMEX '83**. International Municipal Engineering and Public Works Exhibition, Mexico City, November 14-19, 1983.
- **SAUDI INDUSTRY**. Exhibition for the Industrialization of Saudi Arabia, Riyadh, Saudi Arabia, November 20-25, 1983.
- **INTERBUILD**. Fortieth International Building and Construction Exhibition, Birmingham, England, November 27-December 3, 1983.
- **MACHINETOOL INDONESIA**. International Machine Tool and Metalworking Exhibition, Jakarta, Indonesia, December 6-10, 1983.
- **CONEQUIP '83**. Southeast Asian Construction Equipment Exposition, Singapore, March 14-17, 1984.

For additional information, please contact the Industrial Division, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309, 515/281-8481 or 3138. ♦



Iowa
a place to grow

IDC DIGEST

October 1982 Vol. XI-No. 11

IDC COMMISSIONERS

William H. Burger, chrm.	Waterloo
E. Thurman Gaskill, v. chrm.	Corwith
Donna Keppy, sec.	Wilton
Steve Chapman	Des Moines
Michael Dunn	Keokuk
Robert H. Meier	Ottumwa
Mardelle R. Noble	Oelwein
F. Forbes Olberg	Cedar Rapids
Bill Riley	Des Moines
Ronald H. Schechtman	Carroll
Gerald L. Weiner	Sioux City

Published monthly by the Iowa Development Commission, 250 Jewett Bldg., Des Moines, Iowa 50309 515/281-3193. Reprinting encouraged.

David Swanson	Director
Doug Getter	Asst. to Director
Dave Schuette	Administrative Services
Jim Blume	Digest Editor
Dennis Harding	Ag Development, Promotion
	281-3459
Paul Comer	Community Betterment
	281-3536
Paul Wagner	European Office
Ron Kraft	Industrial
	281-3500
Tom Blackett	Public Information
	281-3185
John Butterfield	Research
	281-3036
Phil Morgan	Tourism and Travel
	281-3401

Iowa Development Commission
250 Jewett Building
Des Moines, IA 50309

Address Correction Requested
Include Mailing Label
Return Postage Guaranteed

BULK RATE
U.S. POSTAGE
PAID
DES MOINES, IOWA
PERMIT NO. 1195

013946

GEARHART, LOIS
CONGRESSIONAL INFO. SERVICE
4520 EAST-WEST HIGHWAY
BETHESEDA, MD 20814

Maytag and Newton celebrate 75 years of washers

Gov. Robert Ray and Newton officials gathered on the grounds of the Jasper County Historical Museum in September to honor The Maytag Co. on its 75th anniversary of appliance manufacturing.

The Retail Merchants Bureau of the Newton Chamber of Commerce presented the museum with the 25 millionth Maytag washer, which rolled off the assembly line on Aug. 24. The museum maintains an area on its second floor for Maytag memorabilia.

The governor and Millie Nepple, president of the Newton chamber, congratulated Maytag during speeches. The company, Newton's largest employer, was founded in the community in 1893 as a maker of farm implements. Maytag built its first washing machine, a wooden tub model, in 1907.

Maytag President Daniel Krumm promised the 200 or so people assembled that Maytag would always have its headquarters in Newton. ❖



Gov. Robert Ray and Maytag President Daniel Krumm discuss business during recent ceremonies in Newton.